

## **ABSTRACT**

**RESEARCH PROJECT:** The Effectiveness of Marketing Techniques on Intramural Participation

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**PAGES:**

A sample of 208 participants of intramural sports at a large Midwest university was surveyed during the spring semester of 2013 to identify the effectiveness of marketing techniques on intramural sport participation. Intramural sports exist to provide a form of competitive recreation for the participant, as well as a vital entity in the recruitment and retention of college students (Hums & MacLean, 2009). In fact, 31% of students reported the presence of intramural sport programming was important to their college decision, with an additional 37% indicating intramural programs influence their intention to return to their university (Hency, 2011). The popularity of intramural sports has subjected university recreational facilities to increase intramural opportunities, thus increasing marketing efforts. However, marketing strategies for intramural sports are not as refined as strategies found in college or professional sport, and certainly are not as researched (Schneider, Stier Jr., Kampf, Wilding, & Haines, 2007). This research identified what marketing techniques were the most effective among respondents, and if differences existed between demographics.

Results revealed promotional items ( $M=5.30$ ) as the most effective marketing technique. Between genders, only promotional display,  $F(1, 206) = 7.07, p = .008$ , and intramural sport

registration discount,  $F(1, 206) = 8.96, p = .003$ , were significantly different. Among factors influencing participation of intramural sport, fitness was significantly more important for women ( $M = 5.83, SD = 1.32$ ) than it was for men ( $M = 5.24, SD = 1.59$ ). There proved to be no significant difference in effectiveness of marketing techniques amongst class rank.